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PTO/SB/21 (09-04)

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| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 10/646,579 |
| | Filing Date | August 22, 2003 |
| | First Named Inventor | Ajay R. Bam |
| | Art Unit | 3628 |
| | Examiner Name | Hyung Sough |
| | Attorney Docket Number | 65003/P001US/10308058 |
| Total Number of Pages in This Submission | | 05 |

| ENCLOSURES (Check all that apply) | | |
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| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Certificate of Mailing PTO Form SB-08 6 out of 19 Cited References 1 Return Receipt Postcard |
| <div>Remarks</div> | | |
| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | |
| Firm Name | FULBRIGHT & JAWORSKI L.L.P. | |
| Signature | | |
| Printed name | David H. Tannenbaum | |
| Date | April 13, 2006 | Reg. No. 24,745 |



Application No.: 10/646,579

Attorney Docket No.: 65003/P001US/10308058

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Transmittal (1 page)
Information Disclosure Statement (2 pages)
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1 Return Postcard



Docket No.:
65003/P001US/10308058
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Ajay R. Bam et al.

Application No.: 10/646,579

Confirmation No.: 9545

Filed: August 22, 2003

Art Unit: 3628

For: SYSTEM AND METHOD OF
INTEGRATING LOYALTY/REWARD
PROGRAMS WITH PAYMENT
IDENTIFICATION SYSTEMS

Examiner: Hyung Sough

INFORMATION DISCLOSURE STATEMENT (IDS)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits as far as is known to the undersigned (37 CFR 1.97(b)(3)).

Applicant has not submitted copies of each cited U.S. patent and U.S. patent application as required by 37 CFR 1.98(a)(2)(i), amended October 2004, as the U.S. Patent and Trademark Office has waived this requirement for all U.S. patent applications. Applicant submits herewith copies of foreign and non-patents in accordance with 37 CFR 1.98(a)(2).

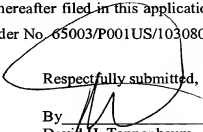
In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

Applicant believes no fee is due. However, if a fee is due, the Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 06-2380, under Order No. 65003/P001US/10308058.

Dated: April 13, 2006

Respectfully submitted,

By 
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PTO/SB/08A (10-01)
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| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) | | | | Application Number | 10/646,579 |
| | | | | Filing Date | August 22, 2003 |
| | | | | First Named Inventor | Ajay R. Bam |
| | | | | Art Unit | 3628 |
| | | | | Examiner Name | Hyung Sough |
| Sheet | 1 | of | 1 | Attorney Docket Number | 65003/P001US/10308058 |

| U. S. PATENT DOCUMENTS | | | | | |
|--------------------------------|-----------------------|---|--------------------------------|--|--|
| Examiner Initials ^a | Cite No. ¹ | Document Number Number-Kind Code ² (if known) | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| /M.C./ | AA | US-5,727,153 | March 10, 1998 | Powell | |
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| FOREIGN PATENT DOCUMENTS | | | | | |
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| Examiner Initials ^a | Cite No. ¹ | Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁵ (if known) | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| /M.C./ | | WO 99/33034 | July 1, 1999 | Global Mobility Systems | |
| /M.C./ | | WO 02/080121 | Oct. 10, 2002 | Telefonaktiebolaget | |
| /M.C./ | | WO 98/34203 | Aug. 6, 1998 | Qualcomm Incorporated | |

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² See attached Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

| NON PATENT LITERATURE DOCUMENTS | | | | | |
|---------------------------------|-----------------------|---|--|--|----------------|
| Examiner Initials ^a | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | | | T ² |
| /M.C./ | CA | International Search Report issued for PCT/US03/33591 dated June 13, 2005. | | | |
| /M.C./ | CB | European Search Report issued for EP 05 25 3915.2 dated September 1, 2005. | | | |
| /M.C./ | CC | European Search Report issued for EP 03 77 7779.4 dated March 29, 2006. | | | |

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| 25645015 .1 | /Michael Cranford/ | Date Considered | 03/14/2008 |
|----------------|--------------------|--------------------|------------|